CIRS™
Certified Internet Research Specialist
SYLLABUS and EXAM GUIDE
Online Training Program
Align your skills with the needs of industry

AofiIRS Association Learning Initiative – Prepared by the Association
Education Board & Course Development Committee

Association of Internet Research Specialist (AofiIRS)
www.aofirs.org
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The Association of Internet Research Specialists (AofIRS) was founded in 2013 by a group of volunteer Internet research specialists who recognized that the rapid growth of digitized data necessitated specialized training and a unified platform.

Today, the Certified Internet Research Specialist (CIRS) Training Guide is widely considered the “gold standard” for online research education and is one of the best and most comprehensive resources accessible to researchers. The Guide includes sections on topics that are considered vital to conducting professional online research. We’ve included topics and courses that align with the AofIRS educational objectives framework.

"Certified Internet Research Specialist (CIRS™) Certification credentials offered by AofIRS signifies your higher level of expertise in conducting successful web searches and researching for the most relevant and credible information available on the Internet."
Internet Research Specialist has been ranked as one of the most important professions, and the demand for research practitioners is booming. This Professional Certification from AofIRS is intended for anyone interested in developing skills and experience to pursue a career in Online Research or Online Search.

This book is developed as a self-study training guide to help you prepare for the CIRS exam. You can also enroll in online classes. This curriculum is divided into four (4) Modules and 45 Chapters, and it will provide you with latest job-ready skills and techniques covering a wide array of advanced online research topics including Internet Technology, Websites & Web Browsers, Research Methods includes fundamentals of conventional research. The approach explained the industry’s research standards, conventions, and methods applied by traditional research practitioners, practical approach in building complex search queries and using search tools, the business of research, internet law & ethical issues of the internet.

The book is well-designed for someone starting a career involving extensive online research with little technical background; you will find that the book will start you with the fundamental concepts and gradually take you to expert levels fairly quickly – this is due to the use of simple English combined with plenty of screenshots captured as exhibits – Hundreds of practical examples, easy-to-follow drawings, diagrams, charts, and graphs, as well as many lists of information resources and links, are included. Students who register can take actual mock examinations that mimic the same final exam style and questions. In each segment of the tests, questions are rotated at random.

If you become a CIRS, you’ll need to know everything there is to know about search engines and how to create efficient search queries when utilizing the Internet. You’ll gain a better understanding of how the Internet Laws apply to the safe usage of web material in your company. CIRS Professional Certification Program - CIRS courses are offered as self-study programs as well as live training classes. For more information, go here.
DID YOU KNOW?

95% of our certified professionals are currently employed? Better yet, 81% were promoted after earning the certification.
The Certified Internet Research Specialist (CIRS™) Certification is recognized as the global standard for online research education. CIRS™ Self Study Training Guide contains the fundamental practices that all Internet Researchers need to attain high standards for online research.

Our flagship certification called CIRS™ [Certified Internet Research Specialists] is by far the only professional credentials that meet this challenge. The goal of the CIRS™ Certification is to educate and train internet researchers, who today make up a sizable number within several industry verticals. Our courses and syllabus have shown to be the most comprehensive curriculum that meets current industry needs thus far.

AoFIRS has established a wide range of training programs and derivatives in response to the requirement for expert abilities in doing Internet research. Based on their types, mode of delivery, or access and training techniques, these programs are categorized into categories and groupings.
CIRS™ Certification Program and Curriculum

A comprehensive CIRS exam prep course aligned with new 2021 curriculum

- Prepare to pass the 2021 CIRS Exam on your first attempt.
- Get Instructor Led Support [Live Classes Participant] through our interactive classes.
- Earn a better salary after getting hands on training as an Internet Research Specialist.
- Enhance Your Search Skills & Excel in your Career in the future skill of Online Research.
- Increase your Network Strength by knowing the experts of their industries from all around the globe.
- As a CIRS you can take up challenging projects which you might have missed out otherwise.

In this comprehensive course, you will learn about the practical approach in building complex search engine queries, google advanced search, tools, and techniques with CIRS Self-Study Training Guide (2021) Ver. 5.0.1 while taking the CIRS exam. The new edition is written in a way that you can feel confident in your understanding of the concepts. You'll learn the most up-to-date online research techniques, and the course will help you build your ability to perform independent research that goes beyond textbooks and simple internet searches. In July 2021, the CIRS exam was updated to address the increased demand for more diversified Internet Research abilities and methodologies. The CIRS course included four modules: Networks & Internet Technology, Research Methods & Online Research, Research in Business & Online Business, and Research in Business & Online Business. The rest of the CIRS training program will be focused on Internet Law and Ethical Issues of internet.

CIRS certification training guide is fully aligned with the newest version of the CIRS exam’s objectives. The Certificate of Internet Specialist (CIRS)—a designation offered by the Association of Internet Research Specialist (AOFIRS) to practitioners who demonstrate their understanding by passing the exam—validates your expertise as an online research professional.

There are four (4) Modules and total (45) Chapters in this updated version 5.0.1 of the CIRS Training Guide. Each Module is organized into Topics, and students in classes will observe that the Chapters are further separated into Lessons (or lesson plans).
Inclusive Online Training Resources for Exam Preparation

You can use a variety of online resources to enhance the Official CIRS Courseware. [The following resources are available to registered students who have purchased Training Material]:

**Exam Guide**
A guide that focuses on providing strategies and recommendations for passing exams. The topics included in this handbook are based on candidate feedback and the most frequently requested questions. It detects topics that most students find difficult to understand and suggests the best way to get through the difficulty barrier.

**Online Mock Exams**
Students who register can take real mock examinations that simulate the same final exam style and questions. In each segment of the exams, questions are rotated at random, just like in actual exams with retakes.

**Supplemental Notes**
These are the learning materials that are given as information and notes to either complement the primary topics in the curriculum or to assist students with difficult and complex topics that require elaboration or further explanations.

**Unlimited Access to Research Papers**
Access to the Association’s online research papers. These are a collection of externally generated links. These will be beneficial as references for students who need help explaining and learning concepts and topics included on the CIRS exam.

**Unlimited Practice Exam Included**
Students who buy the CIRS Training Guide get an unlimited number of practise examinations to assist them study for the CIRS final exam. In each segment of the exams, questions are rotated at random, just like in actual exams with retakes.

**Online Exam Preparation Support**
Students receive online chat support by appointment to help them through their study programmes and to address their issues and questions concerning the CIRS exam. [This is not a tutoring service; it is live guidance from our Course Development and Examination Board volunteer members.]
MODULE 1

Internet Technology, Websites & Web Browsers

This module will teach you about the technology that powers the Internet, as well as how web pages are accessed and displayed in a browser. - The course was created specifically for online researchers to help them understand when to use certain search phrases. And how should it be structured in a certain situation?

This module has 7 Chapters:

- Chapter 1 | The Networks Technology
- Chapter 2 | Internet Device Recognition and Communication
- Chapter 3 | The Web Applications
- Chapter 4 | Web pages & Web Browsers
- Chapter 5 | The Search Engines
- Chapter 6 | Web Page Querying & Indexing by Search Engines
- Chapter 7 | Emulation of Search Crawlers Reading & Indexing Process

Chapter 1 | The Networks Technology

What is a Network and the Internet?

Important Definitions

Basic Connectivity of a Simple Network

- Illustration of a Simple (Basic) Home Network Connected to the Internet
- Distinction between a Local Area Network (LAN), a Wide Area Network (WAN) and a Virtual Private Network (VPN)
  - Local Area Network (LAN)
  - Wide Area Network (WAN)
  - Virtual Private Network (VPN)
- Illustration of a Home Network Connected to WAN Networks

Network Connectivity Devices

- PC’s or Workstations or Clients
- A Server (Central Server)
- Routers
- Hubs
- Switch
- Network Cards (NIC)
- A Network Server
Chapter 2 | Internet Device Recognition and Communication

Basic Structure of IP Address

How Network Devices Gets Identified on the Internet with IP Address?

IP Address Connectivity and Data Transmission

IP Address Recognition Process Explained

The TCP/IP Communication Protocol

The Data Communication Rules and OSI Model

Data Packet or PDU (Protocol Data Unit)

Structure of Data Packet

Packet Header

IP Header

UDP Header

Data

Packet Trailer

The OSI (Open System Interconnection) Model

OSI Model Illustration

OSI Model and Data Transfer Process

Chapter 3 | The Web Applications

Desktop Applications and Web Applications

Computer Applications

Operating Systems (OS)

Local Applications (Non-Internet)

Web Applications or Online Applications
# Chapter 4 | Web pages & Web Browsers

A Domain Name
Website Hosting by ISP’s (Internet Services Providers)

- Web Hosting Platform
- Internet Protocol HTTPS and URL’s
- Types of Domain Names Suffix in URL

What is a Web Browser?

Web Browser Vs. Search Engines - Summary Reference Chart

Websites and Web pages

- Web page Header
  - Meta tags
  - Non-Meta-tags
- Body of Text
- Footer

  Importance of learning about HTML Tags for Web Search
  - What is HTML Tags?
  - Types of HTML Meta Tags
    - Meta Keywords `<meta name= “keywords”/>`
    - Meta Title `<meta name=“title”/>`
    - Description Tag `<meta name= “description”/>`

How Web Page connect with Domain Links as in Web pages Directory?

Structure of Web Pages Directory
Chapter 5 | The Search Engine Technology

What is a search engine?
Search Engines and Web Search Explained

Autonomous Process
Query Intent Recognition
Definitive Query Response Process

Web Crawlers & Web Page Indexing
The Process of Web Page Crawling - Illustration

Meaning of Search Algorithms
Content “Freshness.”
The Content “Quality.”
The Content “Reliability”
The Content “Relevance”
The “Links Popularity”
The Spam and Malware Protection
The “Dead Links” Filtering
The Spell Checks and Synonyms Match
Predictive Search
Localized Search (Geographic Location)

Internet Browsing Explained - Illustration

Chapter 6 | Web Page Querying & Indexing by Search Engines

Matching Search Query Terms with the Search Result Pages
Deconstructing Search Result Snippets First

Web Page Design, Structure & Layout Interpreted by Search Crawlers
Web Page and HTML Code
Logo (Image)
Search Box (Dynamic Code)
Header (HTML Tag)
Text (Textual Content)
Chapter 7 | Emulation of Search Crawlers Reading & Indexing

Emulation of Search Crawlers Reading & Indexing Live-Site
Crawling and Indexing – Simplified Process
Simulation of Web Page Content Extraction by Search Crawler (Bots)

Web Crawlers Data Extraction Stripped Tables Indexing
The Meta tags Content Extraction
Search Engine Crawlers Readable Text of Web Page
Main Text Headings & Subheadings Stripped
Keywords Grouped Counted and Get Analyzed
Words Density Analyzed – Linked Words
Words Density Analyzed – Non-Linked Words
Content Text Words Counted for Authorized Crawling
Links Extracted, Reviewed, Named and Organized
Internal Links
Summary of Internal Links Word Count
External Links
Summary of External Links
MODULE 2

Research Methods & Online Research

We've divided our course into two sections in this module.

- The Internet Research - Methods and Techniques, and,
- Conventional Research Methods and Methodologies.

The Internet Research - Methods and Techniques module is the most important part of the Internet research curriculum. This section focuses on web search techniques and identifies the challenges, methods, and inherent barriers to conducting online research. It provides students with a broad understanding of the behavior and functionality of search engines. Students learn to construct complex web search queries and confidently conduct precision searches.

The Research Methods and Methodologies segment of the course is typical conventional research methods and methodologies that are fundamental for research work. This segment are lessons covering knowledge of the industry's research standards, conventions, and techniques applied by traditional research practitioners.

This module has 32 Chapters:

- Chapter 8 | Search Engine Textual Database & Query Recognition Intelligence
- Chapter 9 | Query Intent Determination with Context
- Chapter 10 | Search Assist & Predictive Search
- Chapter 11 | Search with Keywords & Phrase Search
- Chapter 12 | Introduction to Proximity Search Operators
- Chapter 13 | Basic Search Operators — Booleans, Symbols, and Notations
- Chapter 14 | Introduction to Google "Advance Search Operators"
- Chapter 15 | Search for File Types and File Formats
- Chapter 16 | Searching Snippets — the Title, URL/Link & Description
- Chapter 17 | Constructing a Domain Specific Search Query
- Chapter 18 | Other Advanced Search Operators & Search Functions in Google
- Chapter 19 | Find Names, Email, Contact, Telephone, Opportunities, Jobs and Resumes
- Chapter 20 | Business & Industry Search — Competition, B2B Leads, Product & Services info
- Chapter 21 | Search property, ownership, rental, for sale properties
- Chapter 22 | Search for News, Articles, Blogs, Groups, Forums, Books, Journals & Research Papers
- Chapter 23 | Searching for Products, Reviews, Opinions, Ratings, Reputation & Facts
- Chapter 24 | Internet Information Sources
- Chapter 25 | Information of the Deep Web
- Chapter 26 | Internet’s Free Information Verification
- Chapter 27 | List of Internet Information Sources
- Chapter 28 | Internet Information Research Challenges
- Chapter 29 | Research Planning
- Chapter 30 | Online Data Types, Collection & Sampling
- Chapter 31 | Information Reliability & Associated Risks
- Chapter 32 | Online Data Collection Methods
Chapter 8 | Search Engines and Keywords Search

Search Intelligence

Re-visiting Query Interpretations in Search Engine Textual Database

Search Intelligence (Semantics Model)

The Semantically Similar Textual Query

Variations of Semantically Similar Conversational Sentences

The Semantics of “Stemming” and “Lemmatization.”

The Semantics of Keywords Replacement with Stemming & Lemmatization

The Semantics of Applying a Person’s Names Diminutives

Textual Query and Natural Language Recognition (NLP)

Lexical barrier

Syntax Level barrier

Referential barrier

Textual Database and Machine Learning Intelligence (MLI)

Ranking and Relevance Explained by Google

The Ranking, according to Google

Web Page Authority

Trustworthiness and Reliability

Knowledgeability of the Source

Web Page Popularity

Summary Chart - The semantics of Intent, Context, Relevance and Ranking in Intent Discovery
Chapter 9 | Query Intent Determination with Context

The Context in Textual Search

Applying Context to Search Phrase – Examples and Illustrations
Query Context Types and Forms
  Primary Context and Secondary Context
  Explicit Context and Implied Context
Types of Contextual Information
  Location as Context
    Influencers in Implicit Location Detection by Search Engine
    The behavior of Repeat Search Refinement Sessions
    Chart Showing Example of Repeat Search Sessions for Query Refinement
Search History Context
  Short-term Search History
  Long-term Search History
  List of Typical Long-term and short-term history about search
List of Information gathered by Search Browser
Entity Relationships Context in Search Query Intent Refinement
Seasonality as Context
Location Context Results
Browser Personalization
Localization
Marketing and Advertisement
Trends and Search Patterns Data Correlate
Summary Chart – Primary & Secondary Context – Explicit and Implicit Context
Summary Chart – Textual Semantics & Auto-predicts
Summary Chart – Intent Relationship to Primary and Secondary Context
Summary Chart – [Intent, Context, Relevance & Predictive Search]
Chapter 10 | Search Assist & Predictive Search

Search Assistive Tool

Auto-complete Prediction of Search Terms
  Factors that may affect the Google Autocomplete Suggest
  Main advantages of Google “Auto-complete” in Web Search
  The “People also ask” in Google Search
  Google “Searches related to”

Chapter 11 | Search with Keywords & Phrase Search

What are Keywords and Search Phrase?

Keywords Match Types: Broad Search Vs. Narrow Search

Broad Search Keywords

Exact Match (Narrow or Precision Search) Keywords

Primary and Secondary Keywords

How to Create or Identify Primary and Secondary Keywords?

Search Results with Modified Keywords and Search Phrase — Analysis of Primary Search Words

Search Results Analyzed with Modified Secondary Keywords

Building Keywords & Phrase for Search

Core Elements of a Keywords Search Query

The “Head”

The “Modifier”

The “Tail”

Types of Search Query based on Search Query Phrase Structure

Short Tail Keywords or Broad Keywords Query

Long-Tail Keywords or Long Keywords Query

The Advantage and Disadvantage of Long and Short Tails for Search
Chapter 12 | Introduction to Proximity Search Operators

Meaning of Proximity Search
Role of “Proximity Search” in Query Intent Translation
Examples of Proximity Search with Google AROUND (#) Operator
Truncation, or Wildcard with Symbol Asterisks *

Types of Truncations
The “Internal Truncation”
The “End Truncation”
Conditions and Advantages for using Asterisks (*)
Practice Examples of How to use Wildcards (Asterisk) Truncations in Textual Search

Chapter 13 | Basic Search Operators – Booleans, Symbols, and Notations

Introduction to Basic Search Query Building Units
Difference between Booleans and Symbols and Notations
Boolean Logic Operators
Notations and Symbols
Introduction to Boolean Operators
Boolean Logic
Booleans Represented with Ven Diagrams
The Boolean “AND”
The Boolean “OR”
The Boolean “NOT”
Boolean Algebra Laws when applied to search terms
Commutative Law
Distributive Law
Absorptive Law
Associative Law
Operations of Basic Search Operators
Boolean Operator AND or Plus + Sign
Boolean Notations of Quotation Enclosed Terms
Quotation marks used to build search phrase
Quotation enclosed words used as absolute command for terms discovery
Rules applied for using quotations marks enclosure
Exception to the Rules applied for using quotations marks enclosure
Search phrase Vs individual search words within quotes enclosed
Phrase constructed with quotes and without quotes
Google removes usefulness of Boolean AND, plus (+) Sign
Examples of Substituting AND or Plus (+) with Quotation Enclosed Search Terms
Boolean Operator OR and Vertical Bar [ | ] Sign
Rules applicable in using Boolean OR
Multiple phrases in search query with OR operator and NOT (-) sign
Quick examples of Boolean OR operator applied in simple query strings
Using parenthesis () with AND/OR in resolving search query for group comparisons
Boolean Operator: NOT [MINUS “-“ SIGN]
Best use of Boolean “NOT” or Minus [-] sign
Illustration of Using Boolean Operator NOT [MINUS “-“ SIGN]

Rules for Queries with Advanced Operators - Part 1

Changing placement (positions) of search phrase and keywords in search query.
Search terms re-shuffling and re-arrangements
Search may require further precision and query refinement as a multi-step process.
When expanding query with multiple keywords and search phrase

Chapter 14 | Introduction to Google "Advance Search"

Precision Search Query
List of Common Google Advanced Search Operators
Understanding the Basic Structure of "Advanced Search Operators"
Advanced Search Operator Structure
Structuring Search Query String with Multiple Operators

Rules for Queries with Advanced Operators - Part 1

Mind your gaps between the search operator and the search terms
When certain keywords and search terms has forced presence in search results
Precision search results with search terms inside quotes Vs outside quotes.
Search applies different combinations of words in a query strings if outside quotes.
Search works better when words and search terms are linguistically meaningful.
Search replaces alternate words in query strings whether inside or outside quotes.
Chapter 15 | Search for File Types and File Formats

Indexable and searchable file formats

What are file formats?
List of searchable file types indexed by Google
Frequently search file formats – their purpose use and advantages for search
  Adobe PDF File
  Microsoft Power Point File
  Microsoft Excel Worksheets
  Microsoft Word Files
  Windows Note Pad

Indexing of file formats in HTML Web Pages

File Format Search with Operator filetype:

Search query examples and illustrations with filetype:
  Ensuring the declared “property value” is a recognized file format for search.
  Search query string correct structure for search term placement with filetype:
  Search with two (2) or more terms using filetype: (one within quotes and another without c
  Search for a filetype: and exclude another filetype:
  Search for two (2) different file types in a single search string
  Search for two (2) documents where PDF is has search priority over other formats.

Searching for file formats without operator filetype:

Making use of Colon Sign (:) to search without the word “filetype”.
  Different ways to build search query with colon (:) sign without property name (filetype)
  Search with colon (:) for unsupported file formats without property name (filetype)

Alternative operator ext: to find file formats
  Structuring search query string with ext:
Chapter 16 | Searching Snippets – the Title, URL/Link &

Elements of a Snippet

Making of a Snippet Title, URL & Description

Snippet Title Search with intitle: and allintitle:

Difference between intitle: and allintitle for use in Search

Illustrated examples of search with intitle: for Search

- Finds in subject title, famous names, words, people, and businesses
- Search query with intitle: used two (2) or more times with more than one terms
- Search with intitle: appear twice in a query string with two (2) or more search terms.
- Search query with minus sign placed directly to intitle: operator
- The operator can be used multiple times in a single search string with minus sign.

When an intitle: search operator fails to execute

- When the Title is too short or too long
- When the Title of Web page is a part of a sentence and not exactly a title statement

When an allintitle: search operator fails to execute

- Where another operator is added to the search query string
- When the operator is used more than once in a search query string

Snippet Title Search with inurl: and allinurl:

- What is URL’s (Links)? Site Link Tag in HTML Code
- Understanding the Basic Structure of Snippet URL’s (Links )

Search with inurl: and allinurl:

- Operator inurl: is used to find the Web page name (landing page title)
- The inurl: finds, domain names, any words (text), folder names and notations and symbols in URL stem

Difference between inurl: and allinurl for use in Search – Illustrations

Illustration and examples of inurl: used in search query

- Find info by link discovered words

Search with intext: and allintext:

- What is the searched textual content of a Web page?

Difference between intext: and allintext:

- Operation of an intext: operator
- List of HTML Tags queried by intext: operator
- Importance of reading “description” Tag during indexing process

Text Matching within Meta Tag “description” using intext: Operator

- Text Matching within “body of text” using intext: Operator
- Headings, Captions and Para’s inside the entire body of the content page explained
- When searching for main headings, captions and deep inside of para’s on Web pages
- Use of intext: with separated terms in different para’s along length of entire page
- When intext: returns snippets with lengthy description pulled from different para’s
- When intext: returns different types of snippets in SERP’s of Chrome Browser
Illustrated examples of operator intext: for Search

Where the quotation marks play important role in search query with intext:
  Placing both search terms within quotes produces better results with higher precision
Process of filtering out irrelevant words and forcing inclusion of a definitive word.
  Search query with intext: used more than once in same query string.
  Search query with more than one variable placed outside of intext:
  Search query with more than one search term placed outside quotes using intext: operator
  Improving search query results by moving quotation enclosed wordings used alongside intext:

Chapter 17 | Constructing a Domain Specific Search Query

Simplified Search with site: Operator
Removing certain domains from bringing result pages with site:
Using multiple site: restrictions in same query string
Find specific domain extensions with site:
When querying with site: and keeping rest of the URL stem elements intact.
  Searching for News with site:
Using site: to query long stem URL’s including sub-domains.
  Searching for an Article in Sub-domain of Large Sites
Social Media accounts search with site:
Search businesses and corporate info with site:
Search blogs with site:
Difference between using site: and inurl: when restricting search to specific domains.
  Where both operators, site: and inurl: produce similar or same results
  When both operators, site: and inurl: are applied in same search query
Chapter 18 | Other Advanced Search Operators & Search

What is considered “Similar” pages? And how operator related: works to bring similar result pages?

- Similar attributes considered when using related: operator
- Example of query build with related:
- Functional similarities between using “Similar” option and related: operator.
- Useful Note - when using related: in search query
- Discovering the source of content displayed in the snippet
- Search in “Verbatim” Mode
- Working with “Cache” pages queried with cache: operator
- Scraping the Internet for specific links using query operator link:
- Using info: to find links using query operator link:
- Google Date-range Operator after: & before:

Chapter 19 | Find Names, Email, Contact, Telephone, Opportunities, Jobs and Resumes

Search for a person’s email address
- Email tools that find and verify email addresses
  - Email permutator tools
  - Temporary email addresses creation tools
  - Email address validation tools
- Search contact info of person where full name is unknown
- Search with/for telephone number of an individual
- Search for individuals contact details to gather leads
- Email Search Software’s – For Leads Collections
- Personal Information & Background Check Software’s
- Search for person’s name when masked by same name of a famous person - explained with illustrative query examples
  - Applying Contextual Search Query
  - Example of Building a Contextual Search Query by Creating Relationships
  - Using Proximity Search Operators
- Search for person with an unknown full name and limited context
  - Perform Images Search for Profile Picture
  - Alternate Search When Image is NOT AVAILABLE
  - Search for a Person’s Professional Relationships with Others in Business Domain
  - Perform Proximity Search of Person Being Searched and their Acquaintances
Perform Images Search for Profile Picture
Alternate Search When Image is NOT AVAILABLE
Search for a Person’s Professional Relationships with Others in Business Domain
Perform Proximity Search of Person Being Searched and their Acquaintances
Search Person’s Work References with File Types
Search Person’s Name by Querying their Physical Location
Search to locate email contact if the subject’s employer is known
Search for employment opportunities and contract work

Avoiding false-positive in looking for job’s vs recruitment agencies, recruiter’s and excludes resume samples
Searching for jobs, contract opportunities, resumes for HR procurement

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Chapter 20 | Business & Industry Search – Competition, B2B Leads, Product & Services info

Search people in businesses for contact and business-related information

- Search by job titles in govt, education institutes and organizations
- Search by job titles in a named business for contact information
- Search for sales leads with job titles found inside specific file formats
- Search for lists published online in HTML and other file formats
- Search for information on court cases, judgements, acts and citations for a business or a client
  - Find court cases
  - Find legal acts, clauses, and citations

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Chapter 21 | Search property, ownership, rental, for sale properties

Property value, ownership, rent and related information
Property liens, delinquencies on record
Property available for rent and Airbnb inventory listed premises
Chapter 22 | Search for News, Articles, Blogs, Groups, Forums, Books, Journals & Research Papers

News and Articles Search in Google Chrome

Search in “News” Mode

Neutralizing News Bias by Browser Adjustment Options

Google search queries for News and Internet published Articles

Search for News and Articles by title, subject, or topic of interest

Impact of incorrect operator’s selection and style of date structure

Search for News and Articles by News Source and Author

News Story Date and Time Stamp

Conventions for writing “Dates, Months, Years, Days of the Week” in the search query

Establishing “Dateline”

The “Time” Convention

The Key Elements of Time-Date Stamp in Internet Publications

Month, date, year and time

Two Timestamps in Internet Published News Story

Importance of Location and Time-Date Stamp in Electronic Media

Time Stamp in the same News Story found inside the NYT article with a known Publishing Date

Online Published Posts and News Story Articles Date-time Stamp

Web Page Indexing date

Web Page Cache Date

Illustration of finding news article date using “Cache”

Web Page Publication date

Restricting News Search Regionally

Geo-Location of Browsing with Changing the URL’s

Using Browser Adjustment to change default locations

Impact of Browsing for News in Different Languages

Reference Chart: Time Stamp Protocols & Procedures for News Wires

Search for Information pages in Blogs & Groups

Search in Blogs

Difference in using OR [[ ]] between textual terms and advanced operator linked term

Finding blogs with inurl: in combination with date range operations

When search terms attached to advanced operators are not visible in snippets or landing pages but still exists concealed on the snippet pages code-side.

When search snippet URL did not reveal presence of the word forced with inurl:

When search snippet URL did not reveal presence of the word in landing pages content

When search fails to execute due to an error of using singulars and plurals in search terms
Search in Social Groups

Search in Facebook Groups
  Groups searched inside of Facebook.com domain
  Search in Facebook Groups with restriction to country and language
  Groups searched inside of Facebook.com domain that represents a certain industry
  Groups searched inside of Facebook.com domain for a representative group of an industry
  Groups searched inside of Facebook.com domain that represents a company

Search in LinkedIn Groups
  Search for Specific Groups of Interest

Search Journals & Research Papers

Search in Professional Journals
Search in Research Papers
  Search queries to find citations and authors

Search for Books, Authors & Literature
  Search Literature, Excerpts, Speeches Etc

Chapter 23 | Searching for Products, Reviews, Opinions, Ratings, Reputation & Facts

Search Specific Goods and Services
  Find Products within Specs and Price Ranges
  Find Products within Stores and Locations Using Price Range and Zip Codes

Search For Professional Services Businesses
Search Product and Services Reviews, Opinions and Reputation
Compare Prices and Find Discounts and Coupons

Chapter 24 | Internet Information Sources

What is Internet Information?
Libraries Vs. Information on the Internet
  Information Overlaps and Lost Opportunity Cost in Libraries vs. Internet Comparing Search Engines Vs. Library Database Systems

Information Plan
  Information Planning – Outline

Information Requirements by Industry, Market, Audience, and Research Subject

Who Needs Research?
  Academic Research
  Non-Academic Research
  Corporate, Business & Industry
  Information Businesses
  Professional Associations
  Scientists Community
  Governments
  International Agencies
Information Distinction based on its Originality and Proximity to its Source

Different Forms of Information
- Background Information
- In-depth Information
- Quick Facts Reviews
- Real-time Information [Information Traps]
- Information Discovery (or Investigative Information)
- Knowledge Discovery (in Trends & Predictions)
- Big Data Information (Unstructured Raw Data)
- Analytical or Statistical Data [Polls, Census, Surveys, Statistics]
- Groups or Communities, Blogs, Articles and Opinions

Traditional Sources of Information
- Books [Ref, Facts, Fic, Tech]
- Periodicals: Scholarly Journals, Trade Magazines, Peer Reviews & Newspapers
  - Periodicals
  - Scholarly journals
  - Peer-Reviews
  - Newspapers
  - Seminars, Webinars, and Lectures
- Print Medium
- Digital Media [Localized and Non-Internet]
- Online Information Database [Includes Internet]

Chapter 25 | Information of the Deep Web

The Visible Web

The Two Layers of Visible Web
- Layer 1 - The “Common Web”
- Layer 2 - The “Surface Web”

The Deep Web (Hidden Web or Invisible Web)

The Dark Web

Future of Deep Web – What to Expect?

Virtual Private Networks (VPN)

Visual Chart - Internet Web Information Divide – [Visible Vs. Deep Web]
Chapter 26 | Information of the Deep Web

Free Information and Copyrights

Authored Content of the Web

Creative Commons
Software Use (Open-Source Software)
GNU and GPL (General Public License)
LGPL (Lesser General Public License)
BSD License

Evaluating, Verifying and Authenticating Internet’s Free Information

Author Verification
Purpose of Information in Review
Information Objectivity Evaluation
Accuracy of Information
Reliability and Credibility of Information Presented
Currency of Time
Verification of Links

Chapter 27 | List of Internet Information Sources

Search Results Aggregator (Meta-crawlers)
The Specialized Search Engines
Customized Meta-Search Engine
Specialized Content Search Engines
  Based on Information Contribution
  Public Contributions
  Private Contributions
Proprietary Search Engines
Searchable Directories
Public Directories
  General Public Directories
  Subject-Based or Domain Specific Public Directories
Private Directories
Searchable Deep Web
Guest Registration
Subscriptions (Paid or Free) Websites
Membership Websites (Paid, Honorary or Free)
Anonymous Browser for Deep Web (TOR Web Browser)
Statistics and Opinions Websites
International Organizations
Inter-Governmental Organizations (IGO)
Government Gateways or Government Resources
  Regional Data Collection Divide and Hierarchy of Government Collaborations
Regional Cooperation [North America – USA, Canada and Mexico]
Government Departments
Third World Countries Census Reliability Issues [Case Illustrated]
  Use Case Example – South Asia
Non-Profit Agencies
Sectors Covered by NGO’s
NGO’s Information Data Types Collected [Regional and Global Levels]
Market Research Agencies
Online Automated Data Collectors ("Bots Software.")
Information from Public Records
Restricted Information from Public Records
People Search
Information Archives Online
Public Reviews Websites
  Business to Consumer (B2C) & Business to Business Reviews (B2B)
  Product Reviews by Specialists
Computational Portals and Mathematical Knowledge
Virtual E-Markets for E-Commerce – Price & Product Info
Web Directories
Wiki’s
Biographies (Other Than Wiki)
Online Libraries (Books, Journals, Magazines, Research Papers)
News Aggregators
  Top Meta Crawlers [Processed News Search Engines]
  Top International News Agencies Web Portals (Source of Direct News)
Journals & Articles Information Sources
Online Open Library Search
General Blogs Portals & Search Engine
Subject Blog Websites and Portals
  Top Technology Blogs
  Top Medical Related Blogs
  Top Legal/Law Blogs
  Top Science Blogs
Social Media Search
Document Format Specific Search
The Image Search
Image Search Engines
Keyword Searchable Images
Reverse Image Search
Hybrid of Keywords and Reverse Image Search
Videos Search - Search Engines
Informative Video Search Engines
Document Format Search Engines for PDF, DO CX, XLS, PPT

Chapter 28 | List of Internet Information Sources

Introduction

Definition of Internet Research:
Professional Online Research Types
Free Form Internet Research (Exploratory)
Target Data Access (Navigational)
Online Data Collection
Social Media Research
Internet-based Collaboration Research
Consumer Insights, Trends, and Behavior via Browsing Data Collections

Advantages of the Internet for Research
Large Data Samples Available
Facilitates Social Science Research
Ease of Automated Testing & Experimentation
High Availability of Information Resource
Dynamic Updates
Fills-in the Gap of Library Information Source
Easy to Obtain Larger Sample/Polls

Internet Research Challenges of Digital Data
Easy and Fast Information ("Haste Makes Waste")
Information Timelines
Information Context
Predictive Technology in Search Engines
Region Specific Default Browsing (Internet Filter Bubble)
The Net Neutrality
Complex Legal Issues
Cyber Vandalism and Online Information Sabotage
Corporate Advertisements
Tabloids and Magazine Sites
Religious Beliefs
Political Material
News Media
Propaganda Groups
Technology Misuse
False Reviews
Raves and Rants
False Surveys and Polls
Self-entitlement of Opinions
Consequence of Rapid Internet Spread
Ghost Writers on Internet Forums
Data generalizability with Internet research
Human Subjects & Privacy
  Protection of Human Subjects
  Potential Risk for Participants in Internet Research
Question of Informed Consent

Chapter 29 | Research Planning

Research Planning – Introduction

Research Work Assessment and Approach
  Building Understanding of Clients Perspective
Scoping the Research Project
  Defining a Research Topic
  Identify Research Problem
  Identifying the Primary Audience
  Identify Information Types and Source
  Information Needs of Research Project
  Information Delivery Mediums
  Print Medium and Digitized Information
Chapter 30 | Online Data Types, Collection & Sampling

Introduction to Data Types

Data Collection and Data Analytics Chart

Data Collection

Basis or Approach to Data Collection

Qualitative Data
Quantitative Data
Mixed Method Approach

Data Collections According to Qualitative, Quantitative or Mixed Approach

Observations
Surveys and Polls
Interviews
Focus Groups
Document Studies
Case Studies

Data Types

Quantitative Data Types
Continuous Data
Discrete Data

Qualitative Data Types
Nominal Data or Unordered Data
Ordinal Data
Interval Data
Ratio Data

Data Sampling Methods

Probability Sampling Techniques
Simple Random Sampling
Stratified Sampling
Systematic Sampling
Cluster Sampling
Multi-Stage Sampling
Multi-Phase Sampling

Non-Probability Sampling Techniques
Convenience Oriented Sampling
Purposive Sampling
Quota Based Sampling
Snowballing Sampling
Volunteered Sampling
Data Analysis, Methods and Techniques

Data Analysis - Introduction
Data Analysis Planning – Overview
Example of Data Analysis Plan
Quantitative & Qualitative Data Analysis
Analyzing Qualitative Data
Types of Qualitative Data Analysis
Analytic induction
Grounded Theory
Qualitative Data Analytics
Coding
Memoing
Integrative Diagrams and Sessions
Analyzing Quantitative Data
Statistical Methods in Quantitative Data Analysis
Measures of Central Tendency - Mean, Mode, Median
Measures of Variability/Deviation
The Standard Deviation
Relative Changes or Proportionate Percentages Measurement
Events and Data Frequency Measurement
Univariate, Bivariate and Multivariate Analysis

Chapter 31 | Information Reliability & Associated Risks

Information Reliability & Quality
Credentials of the Author
Footnotes and Bibliography
Observing the Objectivity and Accuracy of a Website
Check for the Logical Consistency in the Material/Content
Information Ready Access & Availability
Relevance of Information
Cost of Information Vs. Benefits
Time Sensitive Information
Information Handling Risks
Frequency of Information Changes
Security of Information
Information Involves a Human Subject
Information use that is an Intellectual Property
Deriving Inferences and Interpreting Research Results
A short example of Non-Statistical or Qualitative Inference Derivation:
Drawing Conclusions and Project Final Deliverables
Chapter 32 | Online Data Collection Methods

Online Surveys, Interviews, Focus Groups, Ethnography, Clinical Trials and Experiments

Surveys and Polls
- Difference between Surveys and Polls
- Where and when to apply Surveys and Polls?
- What are a Survey Questionnaires?
- Survey Questionnaire Types – Chart
- Methods of Preparing an Effective Questionnaire for Survey
- Survey Question Types
  - Closed-ended Questions
  - Types of Closed-Ended Questions
  - Dichotomous Questions
    - Multiple Choice Questions
    - Rating Questions
    - Likert Scale Questions
    - Semantic Differential Scale
    - Ranking Questions
    - Checklist Types of Questions
    - Fill-in-the-Blank
  - Open-ended questions
- Advantages and Disadvantages of Questionnaires

What are the Interviews?
- Online Interviews
- Surveys According to the Span of Time Involved
  - Cross-Sectional Surveys
  - Longitudinal Surveys

Preparing the Survey
- Selecting a Sample
- Surveys for Reporting
- Methods of Survey Administration
  - Paper Surveys
  - Mobile Surveys
  - Web Surveys
- Guide for Improving Response Quality and Audience Participation
  - Online (virtual) Focus Group Discussions (FGDs)
  - Online (virtual) ethnography
  - Online clinical trials
  - Web-based experiments (Internet experiments)
Internet Surveys - Advantages and Disadvantages

Internet Surveys Advantages
- Cost Effectiveness
- Automation and Real-Time Access
- Conserves Time and Effort
- Convenience for Respondents
- Design Flexibility
- No Interviewer

Internet Survey Disadvantages
- Limited Sampling and Respondent Availability
- Possible Cooperation Problems
- No Live Interviewer Required
MODULE 3

Business of Online Research

The Business of Research is an essential module for Research Professionals who want to start their own independent research services business as Independent Research Specialists. The key objective of this module is to provide you a basic grasp of how to start an Independent Research Services Business and how to manage and advertise a small business.

Module 3 has 4 Chapters.

✦ Chapter 33 | Internet Research Business
✦ Chapter 34 | Independent Research Business
✦ Chapter 35 | Research Business Opportunities
✦ Chapter 36 | Research Work – Client Engagement Documents
Chapter 33 | Internet Research Business

What is Research Work?
What is Internet Research?
Purpose of Professional Research
Skill Requirements of a Modern-day Internet Researchers

Internet Researcher Skills
Soft Skills
Technical Skills
  Data Collection, Data Analysis, and Analytics
  Computer Skills and Online Research Skills

Internet Research Skills in the Information Market
Business and Industry Specific Research (Non-Academic)
  Information and Data Requirements for Internal and External Reporting
  Job descriptions, job responsibilities and business reports

Business Reports and Information Reporting
  List of Typical Research and Analysis Reports in Businesses and Industry
    Business Feasibility
    Investment Feasibility (Financial Feasibility)
    Market and Marketing Feasibility
    SWOT Analysis

Business Management Reports (Internal Data and External Data)
  Management Reports used in Businesses – Summary Chart
  Business Management Reports Categorized
    Formal and Informal Reports
    Internal or External Reports
    Informational or Analytical Reports

Popular Research Areas in Businesses
  Business Competitive Intelligence
  Company Research
  Accounting and Financial Research
  Market and Industry Research
  Investigative Research
  Legal Research
  Technology Research

Industry and Businesses Need for Research & Data

Research as a Services Business
  Professional Research Industry
    Forrester Research
    IDC Research
    Northern light
  Global Outsourcing
Chapter 34 | Independent Research Business

What is Independent Consulting Business?
Independent Research Specialists as Consultants
Consideration in Starting Own Business
Entrepreneurship Skills
Tips for Self-starter or First-time Research Business Owners
Research Work Collaboration (Partnering in Collaborative Research)
People Skills and Client Relationship
First Meeting with the Client (Building Client Relationships)
Project Delivery Commitments
Project Price and Cost Determination
Size of the Research Project
The complexity of the Research Project
The volume of Data and Information
The Hiring of Outside Contractors
Project Pricing
   Fixed Price
   Time and Material (Cost Plus)
   Risk-Reward
   Retainer Based Pricing
Contract Negotiation Skills
Establish value to your investment as a professional researcher first
Marketing Strategy
Financial Projections and Budgets
   Independent Contractor Hourly Rates
   Basic Calculations of Applicable Hourly Rates to a Project
   Worth Per Hour of Independent Researcher – Factors to Consider
Sample Calculations Minimum Hourly Rates to Charge Clients
Chapter 35 | Research Business Opportunities

Independent Online Research Business - Opportunities and the Market

Online Research Work for Independent Internet Research Specialist
  Online Market Research
  SEO & Online Marketing
  Online Survey, Polls, Interviews, Focus Groups, and Consumer Reviews
  New Product Research
  Clinical Research
  Legal Research and Litigation Support

Research Generalist Work Opportunities

Research Outsourcing Platforms
  Virtual Outsourcing Portals
  Classified Forums and Social Network Groups
  Answering Questions
  Other Online Work Opportunities
    Giving Opinions, Perform Website Testing, Write Reviews
    Research Papers Collection

Online Research Job Search
Research Work and Opportunities – Summary Chart Reference View

Chapter 36 | Research Work – Client Engagement Documents

Request for Research Proposal
Research Proposal
  Research Services Contract
  Research Report
Research Work Invoicing
  Research Assignments Process and Document Flow

SPECIMEN “A” – RESEARCH REQUEST PROPOSAL
SPECIMEN “B” – RESEARCH PROPOSAL
  SPECIMEN “C” – RESEARCH AGREEMENT
Request for Research Proposal
MODULE 4

Internet Law & Ethics of Research

Internet Law also referred to as "Cyber Law," encompasses all transactions and activities on the internet. The collaborative nature of the internet, as well as its vast spread, has resulted in a slew of legal issues, making "Internet Law" a crucial part of Internet activity. The goal of this module is to familiarize Research Specialists with Cyber Laws that affect their capacity to use online content and protect their own online published work.

Module 4 has (9) Chapters:

- Chapter – 37 | Introduction to Cyber Law or Internet Law
- Chapter – 38 | Establishing Legal Jurisdiction on the Internet
- Chapter – 39 | Intellectual Property Laws of the Internet
- Chapter – 40 | Trademark Laws for the Internet
- Chapter – 41 | Patents Laws Applied for the Internet
- Chapter – 42 | Online Privacy, Defamation, and Spamming
- Chapter – 43 | Laws Governing Cybercrimes
- Chapter – 44 | Internet Activity of E-commerce (E-Business)
- Chapter – 45 | Introduction to Internet Ethics
Chapter – 37 | Introduction to Cyber Law or Internet Law

Internet Law: Definition
Need for Internet Laws
Legal issues in Emerging Internet Technology
Key Areas within Internet Law
Online Research and Internet laws
Importance of Cyber laws Knowledge in Online Research

Chapter – 38 | Establishing Legal Jurisdiction on the Internet

Importance of Establishing Jurisdiction
Jurisdiction: Meaning
Types of Jurisdiction
Personal Jurisdiction
General Jurisdiction
Specific/limited Jurisdiction
Subject Matter Jurisdiction
Territorial Jurisdiction
Court’s Authority to Determine Jurisdiction
Personal Jurisdiction on the Internet
Jurisdiction Over Activities on the Internet (Borderless Jurisdiction)
  A State’s Long-Arm Statute
  The Minimum Contact Test
Personal Jurisdiction and Website Classification (Jurisdiction Sliding Scale)
  Commercial Websites
  Passive Websites
  Active Websites
  Interactive Websites
Chapter – 39 | Intellectual Property Laws of the Internet

Copyrights

Copyright: Meaning
Copyright – Some Straight Facts to Note
The Copyright Law
The Main Federal Statute Reference - THE COPYRIGHT ACT OF 1976
Copyright Infringement
Copyrights’ and Owners Rights – Short Points
Forms of Copyright Infringement
  Direct Infringement
  Contributory Infringement
  Vicarious Liability
  Some Examples of Copyright Infringements
Copyright Infringement on the Internet
  Piracy of Content
  Caching of Web Pages
  Linking to Other Web pages
    Types of Links
      Deep Linking
      Inline linking
      Framing
      Linking to Infringing Works
  Fair Use and Copyright
  Test for Fair Use
Chapter – 40 | Trademark Laws for the Internet

Trademarks
Definition: Trademark
Trademark Law
Main Federal Statutes of Trademark Law in the USA
Trademark Infringement
Factors that determine Trademark Infringement
Trademark Infringement on the Internet
Types of Trademark Infringement on the Internet
Domain Names
Domain Name and Trademark Infringements
Typosquatting
Cybersquatting
Pagejacking
Linking
Framing
Meta-Tags and Hidden Text
Trademark Dilution
Factors that determine Trademark Dilution
Blurring
Tarnishing

Chapter – 41 | Patents Laws Applied for the Internet

Definition: Patent
Requirement for Patentability
Patent Infringement
Main Federal Statute
Chapter – 42 | Online Privacy, Defamation, and Spamming

Internet Privacy Definition

Methods of Privacy invasion on the Internet
  Private Information Types
  Online Privacy Protection Tools
  Encryption Technology
  Anonymous Server
  Use of Software

Online Privacy Protection Legislations
  Federal Statutes on Privacy in the USA
    THE ELECTRONIC COMMUNICATIONS PRIVACY ACT OF 1986 (ECPA)

Laws of Defamation and Electronic Media

Definition: Defamation
  Types of Defamation
    Libel
    Slander

Online Defamation
  Defamation Main Legal Statutes in the USA
    THE COMMUNICATIONS DECENCY ACT OF 1996

Electronic Spam Over the Internet

Definition: Spam (Spamming)
  Types of Spams (Spamming) Types
  Main Federal Statute
Chapter 43 | Laws Governing Cybercrimes

Cybercrime and Cybercrime Laws

Cybercrime: Definition
Types of Cybercrime
   Active Type
   Passive Type
Nature of Cybercrimes
   Hacking
   Internet Piracy
   Cyber Terrorism
   Identity Theft
   Online Stalking, Bullying, and Sex Crimes
Federal Statutes on Cyber Crime in the USA

Chapter 44 | Internet Activity of E-commerce (E-Business)

Electronic Commerce

Definition: Ecommerce
Types of E-commerce Activities
   Business to Business (B2B)
   Business to Customer (B2C)
   Customer to Customer (C2C)
   Customer to Business (C2B)
The Electronic Contracts

Definition: Electronic Contracts
Key Elements of an Electronic Contract
Common Types of E-commerce Contracts
   Click Wrap Agreement
   Browse-Wrap Agreement
   E-mail
Legality of Electronic Signatures Vs. Digital Signatures
   Electronic Signature
   Digital Signature
Main Federal Statutes in the USA
Electronic Contracts and Signatures: Are They Enforceable?
Chapter – 45 | Introduction to Internet Ethics

Internet Ethics Background

Definition: Ethics
Approaches to Ethics
  Meta-ethics.
  Normative ethics.
  Applied ethics.
Definition: Internet Research Ethics
Key Guiding Principles for Internet Ethics
Divisions in Ethics of Internet Research
Internet - Research Tool vs. Research Venue
  Research Tool
  Research Venue
Engaged vs. Non-intrusive web-based research
  Engaged
  Non-Intrusive Observation
Key ethical issues in internet research
  Understanding Human Subject Research
  Public and Private Information/Spaces
Informed Consent and Ethics
  Some Practical Challenges
    Obtaining consent in a web-based environment
    Consent and Minors
    Considerations in obtaining consent.
Privacy, Anonymity, Confidentiality, and revealing identities
  Ensuring privacy and confidentiality on the internet
Ethical Recruitment
  Point to consider when recruiting participants
  Content for Recruitment Materials
Copyright/eBooks/Contracts/Disclaimers
CIRS™ Certification Exam Preparation

The CIRS Course Exam consists of 90 multiple-choice questions. The exam can be taken online at anytime from anywhere where Internet access is available. A closed book exam, therefore, strictly prohibits the use of any reference material for exam preparation. To pass the CIRS Certification Exam students must provide correct answers score of at least 75% correct answers. You will receive an unlimited number of practice exams to help you prepare for the CIRS final exam.

The exam is machine graded by the Examinator application using API calls. You'll receive only a Pass or Fail status within a couple of minutes of submitting the exam/link for grading.

Once you have passed the CIRS Final Examination, you will gain the designation of “Certified Internet Research Specialist,” and you can download Digital copy of your Certificate immediately from your “Members Area” or “Store Control Panel.”
Sample and Practice Exam

A CIRS sample exam is an informal examination. By completing the CIRS Sample exam, you can obtain an idea of how much knowledge you have. We propose that students attempt sample exam questions because of the enormous number of subjects covered in the course. The sample exams are free and available online 24x7. Students who want access to practice example questions before taking the CIRS exams can purchase the CIRS Training Guide from the AofIRS e-Shop.
Exam Preparation Support

Students are given online chat support by appointment to orient them and guide them for study programs and to answer their concerns and questions about the CIRS examination. [This is not tutoring support, but a live guide from our Course Development and Examination Board volunteer members]

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